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(19) **United States**(12) **Patent Application Publication** (10) **Pub. No.: US 2006/0206383 A1****Litt et al.**(43) **Pub. Date: Sep. 14, 2006**(54) **METHOD FOR ADVERTISING AND  
SELLING PRODUCTS ONLINE**(52) **U.S. Cl. .... 705/14**(76) Inventors: **Adam Matthew Litt**, Jacksonville, FL  
(US); **Garrod Litt**, Jacksonville, FL  
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Canon, GA (US)(57) **ABSTRACT**

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A method of advertising includes creating and providing a customer with an electronic address, assigning the electronic address to an internet web page so that the internet web page is viewable when the electronic address is accessed, encouraging the customer to advertise the electronic address in a non-internet medium, and enabling the customer to automatically advertise the electronic address in a non-internet medium by submitting an advertisement containing the electronic address to the non-internet medium on behalf of the customer. The electronic address includes a primary address and a secondary address, the primary address assigned to a main web page and the secondary address having at least one of the following properties: the secondary address is chosen at least in part by the customer; and the secondary address contains no more than approximately fifteen characters.

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filed on Nov. 14, 2003.**Publication Classification**(51) **Int. Cl.**  
**G06Q 30/00 (2006.01)**

PLACE A WANTED AD...

Enter:

Type: [ ] ~18

Location Preference(s): [ ] ~18

Price Range: [ ] ~18

Additional Comments: [ ] ~18

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Name: [ ] ~18

Contact/Email: [ ] ~18

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